

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Tourism Promotion- Participation of A.P. Tourism in ITB Berlin held from 11-15 March 2009 - Sanction of - Rs. 33,00,000/- and Release of payment to M/s. Retail Scapes Pvt. Ltd., - Orders - Issued .

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No.277

Dt. 16- 03 - 2009

Read the Following:

1. Govt Lr. No. 724/PMU/DDC/2009, of YAT&C (PMU) Department.
2. Inv. No. RS 015/M/08-09, dt. 09-03-2009. of M/s. Retail Scapes Pvt, Ltd, Hyderabad

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ORDER:

As a part of Tourism Promotion, the Tourism Department, Government of Andhra Pradesh have taken a decision to participate in International Tourism Bourse (ITB) being held at Berlin from 11th to 15th March 2009 and vide reference 1th read above the Ministry of Tourism, Government of India, was addressed to provide 24 sq. mtr. of stall space in India pavilion at ITB Berlin, in order to promote the Tourism Destinations of Andhra Pradesh by setting up a stall by Andhra Pradesh Tourism. Accordingly M/s. Retail Scapes Pvt., Ltd., had made a detailed presentation and submitted for an amount of Rs.33,00,000/- (Rupees Thirty Three Lakhs only).

After examining the presentation, the following activities relating to arrangements for ITB Berlin from 11-15 March 2009 at Germany have been entrusted to M/s. Retail Scapes Pvt., Ltd., Hyderabad.

- 1) Expenditure towards organizing press conference, Tour Operators / Travel Agents interactive meet & press conference
- 2) Printing of Post Cards (6000), Invitation cards (3000), back drop etc, Tour operator happy hours expenditure
- 3) Hiring of Plasma Screen
- 4) Name Tag for Exhibitors, Visitors, Vouchers
- 5) Parking Fee
- 6) Material Couriering, warehousing and transferring
- 7) Insurance Coverage – 1. Insurance for Articles from India 2.Liability Insurance 3. Accident Insurance
- 8) Stall personals (2)
- 9) Database building, sanitizing, and fixing appointment
- 10) Stall setup and management
- 11) Catering in the Stall
- 12) Cost of concept development, copy, designing of post cards, posters and invitation cards
- 13) Local promotional activities, hospitality and transportation, Local PR Agency Expenditure

After completion of the above activities, M/s. Retail Scapes Pvt., Ltd., have submitted an invoice for Rs. 33,00,000/- for arranging payment.

(PTO)

2. After careful examination of the matter, the Government hereby order for release an amount of Rs. 33,00,000/- (Rupees Thirty Three Lakhs only) for payment towards the expenditure of ITB–Berlin 2009.

3. The amount sanctioned at para -2 above shall be debited to the following Head of Account:-

“3452-Tourism-01-Tourist Infrastructure-102 Tourist Accommodation and other facilities to tourists – Schemes included in PLAN, GH11-Normal State Plan- SH (15) PATA Conference – 500 - Other Charges - 503 - Other Expenditure”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department is authorized to draw the amount sanctioned at para 2 above from Permanent Advance of PMU initially in view of urgency and disburse the same to the M/s. Retail Scapes Pvt., Ltd., Hyderabad. He is also authorized to recoup the amount by submitting the paid bills to Dy. PAO, Secretariat, A.P. Hyderabad.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**D. LAKSHMI PARTHASARATHY
PRL. SECRETARY TO GOVERNMENT**

To,
M/s. Retail Scapes Pvt., Ltd., Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Pay & Accounts Officer, A.P. Secretariat, Hyderabad
Copy to:
The YAT& C (PMU- Claims) Department.
SF/SCs.

//Forwarded :: By Order//

SECTION OFFICER